Fundraising Tips & Best Practice

A Guide from the Irish Deaf Society



irishdeafsociety.ie

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How to develop your fundraising campaign

This may be your first time fundraising, or you may have done it before, either way, we're so glad to have you with us. By taking part in this challenge, you are making a meaningful difference and helping to support an important cause.

Fundraising can feel daunting at times, but with the right approach and a little creativity, it can also be incredibly rewarding.

Here are some of our top tips to help you to develop your campaign and reach your fundraising goals, connect with your supporters, and reach your fundraising goals with confidence!

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TELL YOUR STORY IN MEANINFUL WAY



At the core of every successful fundraising campaign is **a meaningful and authentic story.**

Begin by sharing your motivation.

What inspired you to support this cause**? You might have a personal connection, have a family member or a friend that is also Deaf, or simply believe deeply in creating positive change**.

Be honest and human.

You don’t need a long or polished essay; authenticity is far more powerful than perfection. Help people understand why this cause matters to you and how their support can make a real difference.

Key takeaway: When people understand your “why,” they are much more likely to donate and to share your campaign with others

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1. Define Your Fundraising Goals

Every successful fundraising effort starts with **clarity.**

What is your fundraiser? Be specific about what the funds will support. Is it a new programme, essential equipment, advocacy work, community services, or an awareness initiative?

When people understand exactly where their money is going, they are far more likely to donate.

Next, set a **realistic fundraising target and a clear timeframe.** How much do you want to raise? When do you want to raise it by? Set yourself a deadline.



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2. Promoting Your Fundraising activity Effectively

Social Media Strategy

Social media is one of your most powerful fundraising tools.

Use your personal social media pages or create a new one for the fundraising event. It is important to **share updates regularly**, particularly during key moments such as the launch of your campaign or when reaching milestones. Aim to post **at least once a day during busy fundraising times.**

Take advantage of social and post across multiple platforms: Facebook, Instagram, LinkedIn, WhatsApp, TikTok, and email. **Each channel reaches a different audience.**

Always include a clear and **direct call-to-action**, such as:
“Donate today to support Deaf Mental Health and accessibility.”

Ask your friends, family and colleagues to **share your posts.**

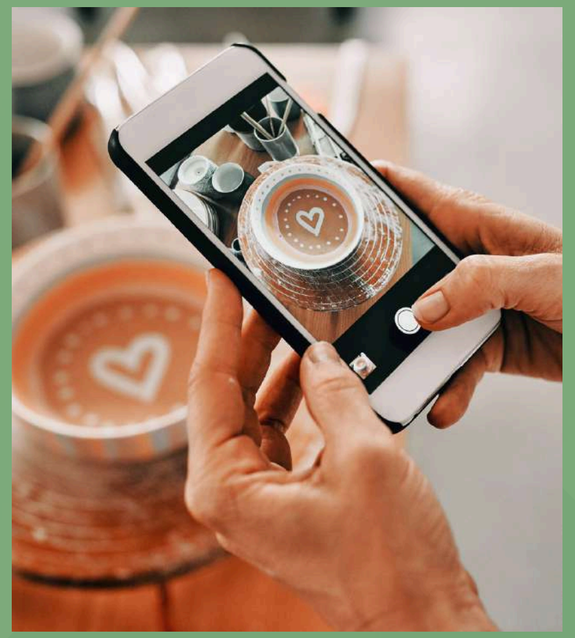


Visual & Creative Content for your Fundraising Activity

Visuals significantly **increase supporter engagement and donations.**

Include **photos or videos that reflect the impact of the Irish Deaf Society's work.** Campaigns with visual content perform much better than text-only pages.

Use simple **graphics like progress bars, countdowns, or donation thermometers to show momentum**. These will motivate supporters to help push your fundraising event closer to its goal.









Mobilise Your Community

Fundraising grows faster **when it's shared.**

Encourage **friends, family, neighbour, co-workers, and your local sports and community groups to share your fundraising event** within their own networks. This will expand your supporter and donation reach.

Consider partnering with local businesses for **sponsorships, matched donations, or promotional support.** Matching gifts, in particular, can double impact and motivate donors to act quickly.

Offline and Hybrid Promotion

Not all fundraising happens online.

Use **QR codes on posters, flyers, newsletters, and event materials to make donating quick and easy**. This ensures no opportunity is missed.





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3. Manage Funds Wisely

Budgeting and Cost Awareness
If your fundraiser involves an event or activity, estimate all expected costs in advance. Understanding your expenses allows you to calculate the true net funds raised and ensures the fundraising event remains financially effective.

Keep clear records of spending and anticipated income to stay on track.

Transparency and Trust
Supporters value honesty and accountability.
Share **regular updates about how funds are being used and the progress being made.**

Managing Offline Donations
Ensure that offline contributions are recorded accurately and acknowledged alongside online donations.



4. Creating a Fundraising Page - Give 2 you Live Donate (GiveToYou)

Step-by-Step Guide:

1. Go to https://give2you.ie/ website.
2. Select **“Start Fundraising”**
3. Choose the charity **(select Irish Deaf Society).**
4. Complete your page details:

    - **Your name and details**
    - **Write down your Fundraising Target**
    - **Your fundraising story**
    - **Photos or visual content**

1. Add optional integrations (e.g. YouTube video, Strava link).
2. Click **Start Fundraising.**
3. Share your page link widely across social media, email, and messaging platforms.
4. Keep donors engaged with regular updates and thank-you messages.

Fundraising pages with clear targets typically raise significantly more than those without.

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5. Creating a Fundraising Page: iDonate

Step-by-Step Guide:

1. Visit iDonate.ie and select **Start Now.**
2. Select **Fundraising for a Charity or Cause**.
3. Select a Cause: **Irish Deaf Society.**
4. **Create a fundraising page** and **Personalise your page:**
    - Upload a profile photo
    - Add a banner image and choose a theme
    - Enter your Fundraising Target

1. Verify your email to activate the page.
2. Once live, share the link widely across all available channels.

Pro Tips:

- Share your page consistently across social platforms.
- Ask close friends and family to donate early. Early contributions build credibility and encourage others to follow!

idonate
making giving easier

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6. Maintain Momentum and Supporter Engagement

Fundraising doesn’t end with the donation. You can follow up by:



Thanking the supporters

Thank the supporters promptly and publicly when appropriate. This strengthens relationships and encourages future support.

Sharing the progress

Share progress updates regularly. Reaching milestones such as 25%, 50%, or 75% gives supporters a reason to celebrate, donate again, or share your fundraising event.

Showing the impact

At the end of the fundraiser, celebrate the success and clearly communicate the impact achieved. This strengthens trust in you and the Irish Deaf Society’s mission.



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Fundraising events ideas

Looking for simple and engaging ways to raise funds? Here are a few ideas that are easy to organise and great for bringing people together:

Deaf Film Screening Night

Host a movie night at home, at school or in a community space. Sell tickets, popcorn and drinks, or ask for donations on the night.

Art, Craft or DIY Workshop

Host a simple workshop such as painting, pottery, flower arranging or candle making. Donations cover materials and support the cause.

Bake Sale or Coffee Morning

Invite friends, colleagues or neighbours for a bake sale, coffee or tea morning. Homemade treats and good conversation are a great way to encourage donations.

Book Swap or Mini Market

Ask people to bring books, plants, clothes or handmade items. Entry or purchases can be donation-based.

Walking or Fitness Challenge

Take on a walking challenge, step challenge or fitness goal. Ask friends, family or colleagues to sponsor you and follow your progress.

Raffle or Silent Auction

Collect donated prizes, vouchers or experiences. Raffles and auctions are easy to run and very effective.

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Double Your Impact with Matched Gifts

Matched Gifts are a simple and powerful way to increase your total donation. Many companies and workplaces offer matching gift schemes, **meaning they will match the amount you raise, sometimes doubling or even tripling your impact.**

How it works:

- You take part in fundraising activities and collect donations.
- Check if your employer or workplace has a matched giving programmed.
- Your company matches the amount you raise, at no extra cost to you.

Why it matters:

- It’s one of the easiest ways to increase funds without extra effort.
- Your support goes twice as far for the cause you care about.
- It encourages workplaces to get involved and support their employees’ initiatives.

If you’re unsure whether your company offers matched gifts, speak to your HR department or manager - a simple conversation could make a big difference.
Ask your workplace today and help double your fundraising impact!

Have an idea for an event?
Need our support?

Contact us today, we're happy to help with advice, marketing materials and any questions you have.

Together, we can make your fundraising a success!

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Thank You

For Your Support!

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